

WHAT IS CLAIMED IS:

1. A tire display apparatus comprising:
  - a vertical support spine, a vertical bracket, a first arm and a second arm, and a star frame;
  - the vertical bracket being attachable to the support spine;
  - the first arm connected on one end to the vertical bracket and on its other end to the second arm, the first arm further comprising a first pair of telescoping rods with one rod connected to the vertical bracket and the other rod connected to the second arm;
  - the second arm connected on one end to the first arm, the second arm further comprising a second pair of telescoping rods with one rod connected on one end to the first arm and the other rod connected to the star frame;
  - the star frame connected to the second arm, the star frame further comprising a plurality of telescoping posts, each post having an open channel adapted to engage a tire bead whereby a tire is carried by the star frame.
2. A tire display apparatus as described in claim 1, the apparatus further comprising a hub arm that is telescopically attached to the second arm on the end of the second arm opposite the end connected to the first arm, the hub arm further comprising a flanged screw adapted to secure a

hubcap onto the hub arm.

3. A tire display apparatus as described in claim 1, wherein the first and second arms are permanently fixed to each other at a substantially 90° angle.

4. A tire display apparatus as described in claim 1, wherein the first and second arms are rotatably connected to each other.

5. A tire display apparatus as described in claim 1, wherein the first pair of telescoping rods further comprise a plurality of slots, and they may be fixedly positioned with respect to each other by a pin insertable in the slots.

6. A tire display apparatus as described in claim 1, wherein the second pair of telescoping rods further comprise a plurality of slots, and they may be fixedly positioned with respect to each other by a pin insertable in the slots.

7. A tire display apparatus as described in claim 1, wherein the telescoping posts in the star frame further comprise a plurality of slots, and the posts may be fixedly positioned with respect to the frame by a pin insertable in the slots.

8. A tire display apparatus as described in claim 1, wherein the star frame comprises three telescoping posts.

9. A tire display apparatus as described in claim 7, wherein the star frame further comprises written indicia adjacent to the slots corresponding to predetermined tire bead diameters.

10. A tire display apparatus comprising:

    a vertical support spine, a vertical bracket means, a first arm and a second arm, and a tire mounting means;

    the vertical bracket means for attachment to the vertical support spine;

    the first arm connected on one end to the vertical bracket means and on its other end to a second arm, the first arm further comprising a first means for telescoping whereby the length of the first arm is variable;

    the second arm connected on one end to the first arm, the second arm further comprising a second means for telescoping whereby the length of the second arm is variable;

    the tire mounting means connected to the second arm, the tire mounting means comprising a plurality of telescoping post means for engaging a tire bead whereby a tire can be displayed on the apparatus.